

## Abstract

A content creation apparatus (10) has a playback control module (32) which plays back a multimedia template; an input module (26) which accepts a user's instruction relating to selection of media data to be inserted into the multimedia template during playback of the multimedia template by the playback control module (32); a control module (30) which inserts the media data accepted through the input module (26) and plays back the multimedia template by the playback control module (32); and a scenario transforming module (38) which creates multimedia contents based on the multimedia template and confirmed media data in accordance with confirmation of the media data selected through the input module (26).